

This newsletter is a collaboration between the Kentucky WIC Program and Lactation Improvement Network of Kentucky (LINK)



Spring ■ 2013

Kentucky Breastfeeding Newsletter

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Fourth Annual Breastfeeding Summit

The Kentucky Women, Infants, and Children (WIC) Program and the Lactation Improvement Network of Kentucky (LINK) would like to invite you to the fourth annual “Shape the Future” Breastfeeding Summit to be held Wednesday, April 17, 2013, in Covington, Kentucky at the Radisson Hotel. The Summit is being offered in cooperation with the Kentucky Dietetic Association (KDA) as part of its annual conference. CEUs are being sought for RDs and RNs as well as CERPs for IBCLCs. Lunch will be provided. The following is a preview of the agenda:

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| 10:00–10:15 | Welcome and Opening Remarks |
| 10:15–11:15 | Establishing Collaborative Relationships to Improve Patient Outcomes: Lactation Consultants and Health Care Professionals |
| | Sheela Geraghty, MD, MS, IBCLC
Cincinnati Children’s Hospital |
| 11:15–12:15 | Hospitals Moving Toward Baby Friendly |
| 12:15–1:15 | Lunch |
| 1:15–1:45 | Lactation Improvement Network of Kentucky (LINK) Update |

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| | Cerise Bouchard, CLC
LINK President |
| 1:45–2:30 | A Glimpse into the Practice of Breastfeeding Providers in Kentucky and Southern Indiana
Glenda Adams, RNC, MSN, IBCLC
Assistant Professor at University of Louisville and KLIC President |
| 2:30–3:00 | “The Strategic Plan for Improving Breastfeeding Rates in Kentucky”
Update: Two Years Later
Marlene Goodlett, MS, RD, LD, CLC
State Breastfeeding Coordinator, Nutrition Services Branch |
| 3:00–3:15 | Closing |
| 3:30–5:00 | LINK Meeting |

For more information and to register for the Summit, go to www.kyeatright.org. Online registration ends on April 10.

We look forward to seeing you at the fourth annual Breastfeeding Summit in Covington. Together we can “Shape the Future!”

www.kybreastfeeding.com
www.breastfeedkentucky.com
<http://chfs.ky.gov/dph/mch/ns/breastfeeding>

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KET Documentary Features Breastfeeding

Kentucky Educational Television's (KET) new program *Well Fed: Nourishing Our Children for a Lifetime* explores childhood nutrition, its impact on health outcomes and obesity rates, and efforts across the state to make the healthy choice the easy choice.

This program is structured around the growth of a child, highlighting the importance of good nutrition starting in infancy and continuing through the teenage years.

In the newborn segment, the program examines breastfeeding in Kentucky and features Dr. Rebecca Collins of the University of Kentucky discussing the benefits of breastfeeding, the risks of bottle feeding, and the implementation of Kangaroo Care.

Visit the KET website at www.ket.org/health/wellfed.htm to find a streaming version of the pro-



gram and other useful links. The breastfeeding segment is near the beginning of the hour-long program (around the five-minute mark).

This is the latest in a series of special reports on health in Kentucky produced by KET. In addition to the streaming version, KET is offering free DVD copies of the program to anyone willing to host a screening in their community. Contact Laura Krueger at lkrueger@ket.org to order your DVD.

First Food Forum and Video

At its inaugural "First Food Forum," the W.K. Kellogg Foundation (WKKF) released new data demonstrating the nation's overwhelming public support for breastfeeding. More than 60 percent of Americans polled believe workplaces, hospitals, and other public spaces are key to making breastfeeding easier for moms.

The survey of 1,300 people found strong support for the idea that everyone can help ensure that babies get the breast milk they need to thrive. For more

information, please visit the WKKF website at www.wkkf.org/news.

WKKF also released a powerful new video entitled *Growing a First Food Movement—Coming Together in Support of Breastfeeding*. The four-minute YouTube video provides an excellent overview of the history of breastfeeding and what breastfeeding advocates are doing now to continue to promote and support breastfeeding. To view this video, go to www.youtube.com/user/KelloggFoundation.

Did You Know?

The recently-launched Best for Babes Nursing in Public (NIP) hotline is the place to report and record NIP incidents. When breastfeeding moms call 855-NIP-FREE (855-647-3733), hotline volunteers work to help them understand their rights, navigate through the situation, and suggest ways to approach the offending institution.

World Breastfeeding Week Preview

The World Alliance for Breastfeeding Action (WABA) has announced the World Breastfeeding Week (WBW) theme for 2013. This year's theme, "Breastfeeding Support: Close to Mothers," highlights breastfeeding peer counseling.

According to WABA, peer counselors provide a cost effective and highly productive way to reach a larger number of mothers more frequently. Some of the objectives of WBW 2013 are to inform people of the benefits of peer counselors, to identify local community support contacts for breastfeeding mothers, and to encourage maternity facilities to actively implement the Ten Steps of the Baby Friendly Hospital Initiative. Visit the WBW website regularly for updates: www.worldbreastfeedingweek.org.

To celebrate WBW, the International Lactation Consultant Association (ILCA) is developing its annual



Action Kit to support the WBW 2013 theme. The Action Kit is expected to be ready in May. Please check the ILCA website for further updates: www.ilca.org.

Maternity Practices in Infant Nutrition and Care (mPINC)

The February CDC/USBC Bi-Monthly State Breastfeeding Coalition Webinar held Tuesday, February 12, 2013, featured a presentation by Katherine Shealy, MPH, IBCLC, entitled "mPINC: Practical Applications of the Data."

The CDC's biennial mPINC survey measures infant feeding practices in healthcare settings. The survey is sent to every US-registered birthing facility. The mPINC benchmark reports and state reports provide facilities and states with their own mPINC data and highlight specific opportunities to improve mother/baby outcomes in order to more successfully meet national quality standards in perinatal care. The webinar focused on how state health departments and breastfeeding coalitions can use data from the first three mPINC surveys to facilitate their work with hospitals and birth centers in improving breastfeeding care.

Combing through data can often seem like a daunting task, however, the information in this webinar can help you more easily use mPINC data to make comparisons you have not seen before and find the story you need to tell.

If you missed this informative webinar, you can access it anytime from the USBC website at www.usbreastfeeding.org. For the most recent mPINC data from 2011, as well as previous mPINC surveys, please visit the CDC website: www.cdc.gov/breastfeeding/data/mpinc.

The next CDC/USBC webinar is scheduled for Tuesday, April 9, 2013, from 2:00 p.m.–3:00 p.m. (EST). To be reminded of upcoming webinars, visit the USBC website at www.usbreastfeeding.org/coalitions and sign up to receive notifications.

Important Dates

April 9, 2013

CDC/USBC Bi-Monthly Coalitions Webinars

2:00—3:00 pm EST

Visit www.usbreastfeeding.org/Coalitions/CDCUSBCBiMonthlyTeleconferences/tabid/76/Default.aspx for more information.

April 16, 2013

ILCA Webinar

Mainstreaming Baby Friendly Practices

Genevieve Becker, IBCLC, PhD, MSc, MEd

3:00-4:30 pm EST

www.ilca.org/i4a/pages/index.cfm?pageID=3916

April 16-May 31, 2013

GOLD Lactation Online Conference

Visit www.goldconf.com for more information.

April 17, 2013

4th Annual Kentucky Breastfeeding Summit

Covington, KY

Radisson Hotel

Covington, Ky 41011

For registration information, please go to www.kyeatright.org/meetingsevents.

May 3-5, 2013

US Lactation Consultant Association Conference

St. Louis, MO

Visit www.uslca.org for more information.

May 28, 2013

ILCA Webinar

Making it Work: Supporting Employed Mothers with Breastfeeding

Cathy Carothers, BLA, IBCLC, FILCA

5:00-6:30 pm EST

www.ilca.org/i4a/pages/index.cfm?pageID=3916

June 4, 2013

ILCA Webinar

Infant Feeding in Emergencies

Karleen Gribble, BRurSc, PhD

6:00-7:30 pm EST

www.ilca.org/i4a/pages/index.cfm?pageID=3916

June 11, 2013

CDC/USBC Bi-Monthly Coalitions Webinars

2:00—3:00 pm EST

Visit www.usbreastfeeding.org/Coalitions/CDCUSBCBiMonthlyTeleconferences/tabid/76/Default.aspx for more information.

June 24-28, 2013

Lactation Counselor Training Course and CLC Certification Exam

Louisville, KY

www.healthychildren.cc

Visit the Lactation Improvement Network of Kentucky (LINK),
Kentucky's statewide breastfeeding coalition, at their website
www.BreastfeedKentucky.com



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